Figure 1 - Flow Diagram - Recruitment, allocations and retention Assessed for eligibility: Viewed Sexunzipped enrolment website (n=6,705) Eligible for inclusion (n=4,926) Drop out (n=2,890) Dropout before online consent (n=2,326) Dropout before user account (n=393) Dropout before baseline data submitted (n=171) Submitted baseline data (total=2,036) **Enrolment** Excluded (n=30) Withdrew (n=18) Suspected repeat registrations (n=12) N = 2,006 randomized to Intervention website (n=1,034) or Comparator website (n=972) Allocated to questionnaire plus Allocated to questionnaire only Chlamydia urine sample £10 incentive £10 incentive Allocation n=1,030 n=976 Remained on £10 Remained on £10 incentive incentive n=545/1030 n=559/976 Randomly Randomly Randomly Randomly allocated to allocated to allocated to allocated to £10 incentive £10 incentive £20 incentive £20 incentive n=236/485 n=202/417 n=215/417 n=249/485 Follow-Up **Analysed (n=1,030)** Analysed (n=976) □€Excluded from analysis of retention • Excluded from analysis of retention n=0n=0**Analysis**